



Fruits & Veggies—More Matters™

More than 90% of Americans do not eat the recommended servings of fruits and vegetables. This despite research showing that more than half of adult consumers know they need to eat five or more servings of fruits and vegetables per day. The new **Fruits & Veggies—More Matters** campaign is designed to address this consumption gap. **Fruits & Veggies—More Matters** will replace the 5 A Day program. This new nationwide call-to-action is easy to do and easy to understand. The message is simply to eat more fruits and veggies at every eating occasion.

To meet the new dietary guidelines, most consumers will have to more than double the amount of fruits and vegetables they consume. This change required a new consumer message. **Fruits & Veggies—More Matters** will build on the 5 A Day successes, encouraging and supporting consumers to eat more fruits and vegetables. **Fruits & Veggies—More Matters** will continue to showcase the great taste, nutrition, variety, and assorted product forms – fresh, frozen, canned, dried and 100% juice. It also will build upon the body of science that indicates increasing daily consumption of fruits and vegetables may help prevent many chronic diseases.

The development of **Fruits & Veggies—More Matters** was led by Produce for Better Health Foundation (PBH) in partnership with the Centers for Disease Control and Prevention (CDC). Other partners include the American Cancer Society, American Diabetes Association, American Heart Association, California Department of Health Services, National Alliance for Nutrition & Activity, National Cancer Institute, National Council of Fruit & Vegetable Nutrition Coordinators, Produce Marketing Association, United Fresh Produce Association and the U.S. Department of Agriculture.

The mission of these partners is to deliver a positive, consistent and clear message through an integrated framework of marketing and education focused on changing consumers' behavior over the long term. The new consumer website, www.fruitsandveggiesmorematters.org will offer recipes, serving ideas and shopping advice for busy moms and dads. It also includes activities and tips for getting children to try the different varieties of fruits and veggies. Parents and caregivers will have the opportunity to share their own easy and fun serving ideas by submitting them online. **Fruits & Veggies—More Matters** focuses on helping Americans overcome common everyday barriers to eating fruits and veggies such as differing tastes within a family, not knowing how to prepare them or keep them fresh, or simply not liking them.

Consumers also will see the **Fruits & Veggies—More Matters** brand in retail settings and on approved products as a quick and easy way to identify foods that are great



choices. For more information on **Fruits & Veggies—More Matters** contact your state Fruit & Vegetable Nutrition Coordinator by visiting www.michigan.gov/cvh.